



Activity Highlights

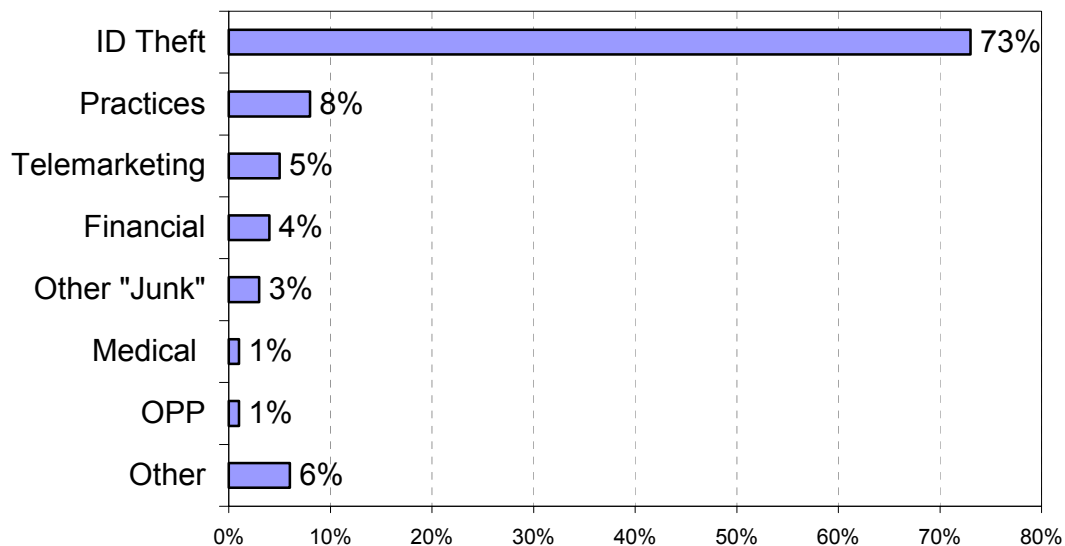
FY 2003 – 2004

California's new law requiring notification of security breaches involving personal information was a privacy milestone. In response to it, the Office of Privacy Protection issued a set of "best practice" recommendations for organizations and responded to 3,600 calls from individuals who received breach notices.

EDUCATION AND INFORMATION	<p>Consumer Education Materials</p> <ul style="list-style-type: none"> ▪ CIS 8 Criminal Identity Theft Victim Guide (11/03) ▪ Security Breach First Steps (2/04) ▪ Consumer Information Sheets updated for new laws: <ul style="list-style-type: none"> • CIS 3 Identity Theft Victim Checklist (3/04) • CIS 4 Your Social Security Number (3/04) • CIS 5 Leave Me Alone! (3/04) • CIS 2 Your Financial Privacy (6/04) • CIS 6 How to Read a Privacy Policy (6/04) <p>Workshops and seminars</p> <ul style="list-style-type: none"> ▪ 38 for consumer and community groups, with average attendance of 81, including six town hall meetings sponsored by legislators and two seminars sponsored by State Bar Financial Institutions Subcommittee ▪ 51 for business and professional groups, with average attendance of 77, including two seminars sponsored by California Bankers Association
BEST PRACTICES	<ul style="list-style-type: none"> ▪ Developed and issued <i>Recommended Practices on Notification of Security Breach</i> (10/03) ▪ Developed and issued <i>A California Business Privacy Handbook</i> (1/04)

COORDINATION THROUGH PRIVACY ADVISORY COMMITTEES	<ul style="list-style-type: none"> Participated as member of High Tech Crime Advisory Committee - Penal Code § 1346.6 Participated as member of AF's Task Force on Public Safety Officials' Home Information Protection - Government Code § 6254.24 Participated as member of Department of Education Advisory Board on Pupil Data Privacy - CA Longitudinal Pupil Achievement Data System - Education Code § 60900 Participated as member of Office of HIPAA Implementation Advisory Committee - Health & Safety Code § 13036
CONSUMER ASSISTANCE	<p>Calls and e-mails</p> <ul style="list-style-type: none"> Responded to 5,930 calls and e-mails 92% from consumers, 6% from businesses, 2% from government <p>Security breach assistance</p> <ul style="list-style-type: none"> Responded to 3,602 calls and e-mails (included in total above) Developed and published one-page fact sheet <i>Security Breach First Steps</i>

Calls and E-Mail to Office of Privacy Protection
7/03-6/04



ID THEFT: victims & concerns. PRACTICES: business practices & privacy laws. OTHER "JUNK": faxes, mail, spam. OTHER: general privacy concerns & non-privacy issues.